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[Personal Brand Playbook](#)



WHAT DO YOU DO?

It's a question we all ask, and a question we all have a hard time answering! There's so much I could tell you about the ways I help entrepreneurs and family businesses succeed. But it really comes down to this – I help you break through uncertainty and plan what's next, so you can move forward with confidence.

PROVEN EXPERIENCE

My 14-year, Fortune 100 career included leadership roles spanning marketing, business process design, change management and strategic planning. Ask me about it! I'm happy to discuss the exciting projects and programs I had the privilege to lead. In my consulting, coaching and speaking career, I have worked with international manufacturing giants, large universities, mid-sized family businesses, non-profit organizations, leadership teams and individual entrepreneurs. Yes- that's a diverse client base! But, they all have one thing in common- they're ready to discover what's next and build strategies to make it happen.

WANT TO KNOW MORE?

I earned a BBA from Northwood University and MBA from Northwood University's Richard DeVos Graduate School of Management. Having worked very hard to create my own path as a full-time employee, mother and full-time student (all at the same time!), I'm passionate about education and helping others realize that anything is possible.

